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1. Transmittal (1 pg.)
2. Amendment (13 pgs.)

T728-10

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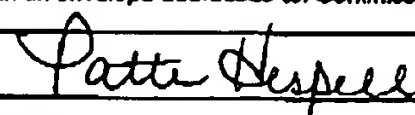
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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	09/680,622	
	Filing Date	05 OCT 2000	
	First Named Inventor	FLICKINGER	
	Art Unit	2611	
	Examiner Name	SALTARELLI, DOMINIC	
Total Number of Pages in This Submission	15	Attorney Docket Number	T728-10

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
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Date	11/16/04	Reg. No.	54,896

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**PATENT**

Date: 11/19/04

  
Patti Haspell

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLN NUMBER 09/680,622	FILING DATE 08 OCTOBER 2000	FIRST NAMED INVENTOR FLICKINGER	ATTY. DKT. NO. T728-10
TITLE METHOD AND SYSTEM FOR ADDRESSABLE PROGRAM INDEPENDENT ADVERTISING DURING RECORDED PROGRAMS		ART UNIT 2611	EXAMINER SALTARELLI, DOMINIC

Commissioner for Patents  
Arlington, VA 22313-1450

**AMENDMENT**

This Amendment is being submitted in response to the Office Action mailed October 19, 2004, the current response date being January 19, 2005. Please enter the following amendments and consider the following remarks.

Amendment

-1-

09/680,622

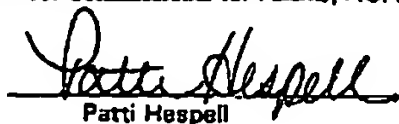
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PATENT

Date: 11/16/04  
Patti Hespell

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Assistant Commissioner for Patents  
Arlington, VA 22313

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